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Miss Manners Would be Pleased with Paper Petals

ST. LOUIS - The Paper Petals website at www.paperpetals.com says the company's mission is to inspire hand written correspondence using unique artwork designs created for people who are passionate about flowers.

Paper Petals' services include the printing and custom design of note cards and invitations for weddings and other events. Nancy Gronemyer, president and designer, also creates original fabric designs including woven and knit fabrics that can be printed or yarn dyed. She also offers embroidery design services.

Nancy came to her business idea via her family's tradition of visual arts and the exchange of handmade cards. Her father, a renowned St. Louis watercolorist, taught her at a young age how to hold a paintbrush. He continues to teach aspiring artists today.

Nancy says, "Our family tradition has been to exchange hand painted cards with handwritten messages for events and special occasions throughout our lives. Cards of my father's original artwork with words of encouragement are among my personal collection of treasures. Being surrounded by art, it is easy to understand why we chose this alternative to mass printed cards."

Nancy considers her products an alternative to mass produced cards, emails and hasty correspondence. She feels the images captured on her products encourage people to stay in touch in more thoughtful and meaningful ways.

Nancy founded Paper Petals in May 2001 and was just on her way to mass exposure when the events of September 11 slowed the economy and her business. Armed with an even greater determination and convinced that the market needed her products more than ever, she was well-received at the San Francisco International Gift Show and the Atlanta International Gift Show. Invaluable contacts from both events have sent her business soaring.

Nancy was referred to Ron Mueller at the St. Charles Economic Development Center Small Business Development Center for assistance with her business plan, inventory management, a growth plan and a loan application. With many projects in progress, the two worked closely to meet deadlines, complete research and prepare for market. An aggressive marketing plan including catalog placement, website development and trade shows has positioned Paper Petals well for future success.

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